

07-27-1998

Commissioner of Patents and
thereof



attached original documents or copy

100777633

1. Name of conveying party(ies):

The McKenzie River Corporation
117 Greenwich Street
San Francisco, California 94111

and

McKenzie River Partners
117 Greenwich Street
San Francisco, California 94111

2. Name and address of receiving party(ies):

The Stroh Brewery Company
100 River Place
Detroit, Michigan 48267

Individual(s) citizenship:
Association:
General Partnership:
Limited Partnership:
☒ Corporation - State: Arizona
Other:

☐ Individual(s)
☐ Association
☒ General Partnership (McKenzie River Partners)
☐ Limited Partnership
☒ Corporation-State: California
☐ Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:

☐ Yes ☐ No
(Designations must be a separate document)
Additional name(s) & address(es) attached?
☐ Yes ☒ No

3. Nature of conveyance:

☐ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☒ Other: Recordation of Sales Representation Agreement among The McKenzie River Corporation and McKenzie River Partners (Licensor) and The Stroh Brewery Company (Licensee)

Execution Date: December 9, 1996

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

75/274,791

B. Trademark Registration No.(s)

2,101,775 1,512,002
1,514,774 1,539,490

Additional numbers attached?

☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed: 6. Total number of applications and registrations involved: Five (5)

Michael D. Fishman
Rader, Fishman & Grauer
1533 North Woodward Avenue
Suite 140
Bloomfield Hills, Michigan 48304
(248) 594-0600

7. Total fee (37 CFR 3.41).....\$140.00
☐ Enclosed

☒ Authorized to be charged to deposit account.

8. Deposit Account Number: 18-0013
(Attach duplicate copy of this page if using deposit account)

07/24/1998 TTOM11 00000018 180013 2101775

01 FC:401 40.00 CH
02 FC:402 100.00 CH

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Michael D. Fishman
Name

Signature

June 27 1998
Date

Total number of pages comprising cover sheet 2

TRADEMARK

REEL: 1767 FRAME: 0949

TRADEMARK SECURITY AGREEMENT

ADDENDUM NO. 3


The following shall serve as an addendum to the Trademark Security Agreement dated as of July 1, 1996 by The Stroh Brewery Company, as Grantor and recorded in the United States Patent and Trademark Office at Reel 1554, Frame 0136 on 09/19/1996, Trademark Security Agreement Addendum No. 1 recorded at Reel 1621, Frame 1829 on 8/18/97 and Trademark Security Agreement Addendum No. 2 recorded at Reel 1663, Frame 0473 on 12/1/97 (collectively, the "Trademark Security Agreement"). Defined terms used herein and not otherwise defined shall have the meanings given to them in the Trademark Security Agreement.

The marks listed on the attached Schedule I shall, effective as of July 1, 1996, be included as additional marks subject to the Trademark Security Agreement, and Grantor does hereby grant to Grantee, to secure the Secured Obligations, a continuing security interest in all of Grantor's right, title and interest in, to and under the said marks which shall be included in and collectively referred to as "Trademark Collateral", whether now owned or existing or hereafter acquired.

All other provisions of the Trademark Security Agreement shall remain unchanged.

IN WITNESS WHEREOF, Grantor has caused this Addendum No. 3 to Trademark Security Agreement to be duly executed by its officer thereunto duly authorized as of the 1st day of July, 1996.

THE STROH BREWERY COMPANY


By: George E. Kuehn
Title: Executive Vice President

STATE OF MICHIGAN)
) ss.:
COUNTY OF WAYNE)

I, Aline M. Stokes, a Notary Public in and for said County, in the State Aforesaid, DO HEREBY CERTIFY, that George E. Kuehn,
Executive Vice President of The Stroh Brewery Company,
personally known to me to be the same person whose name is subscribed to the foregoing instrument as such Executive Vice President,
appeared before me this day in person and acknowledged that (s)he signed, executed and delivered the said instrument as her/his own free and voluntary act and as the free and voluntary act of said Company, for the uses and purposes therein set forth being duly authorized so to do.

GIVEN under my hand and Notarial Seal this 1st day of June,
19 98.

[Seal]

Aline M. Stokes
Signature of notary public
My commission expires 8/13/98

Aline M. Stokes
Notary for Oakland County, MI
"Acting in Wayne County, MI."
My Commission Expires August 13, 1998

SCHEDULE I

TRADEMARK AGREEMENTS

January 30, 1998 - May 31, 1998

Name of Agreement	Parties	Date of Agreement	Marks
Sales Representation Agreement	Among The Stroh Brewery Company, The McKenzie River Corporation and McKenzie River Partners	12/9/96, as amended effective 1/1/97 and 4/15/98	<p>CROOKED I Reg. No. 2,101,775 Reg. Date 9/30/97</p> <p>ST. IDES PREMIUM MALT LIQUOR & DESIGN Reg. No. 1,514,774 Reg. Date 11/29/88</p> <p>ST. IDES & DESIGN Reg. No. 1,512,002 Reg. Date 11/8/88</p> <p>ST. IDES Reg. No. 1,539,490 Reg. Date 5/16/89</p> <p>ST. IDES GOLD S/N 75/274,791 App. Date 4/15/97</p>

RECORD OF SALES REPRESENTATION AGREEMENT
Among The Stroh Brewery Company ("Stroh"),
The McKenzie River Corporation and
McKenzie River Partners
(collectively "McKenzie")

On the 9th day of December, 1996 for legally sufficient consideration, McKenzie granted, with legally sufficient quality control, the exclusive right and license to use the trademarks set forth below in connection with beverage products.

<u>Mark</u>	<u>Application/ Registration Number</u>	<u>Registration Date</u>
CROOKED I	2,101,775	9/30/97
ST. IDES PREMIUM MALT LIQUOR & DESIGN	1,514,774	11/29/88
ST. IDES & DESIGN	1,512,002	11/8/88
ST. IDES	1,539,490	5/16/89
ST. IDES GOLD	75/274,791	4/15/97